PSJ4 SOL Opp Exh 11

Produced Natively

CONFIDENTIAL PPLPC022000935566

Case: 1:17-md-02804-DAP Doc #: 2212-:

Abu Dhabi Beijing Berlin Brussels Dallas Dubai

Frankfurt Hong Kong Iohannesburg London Milan Mumbai

Munich New York Paris Rome San Francisco São Paulo

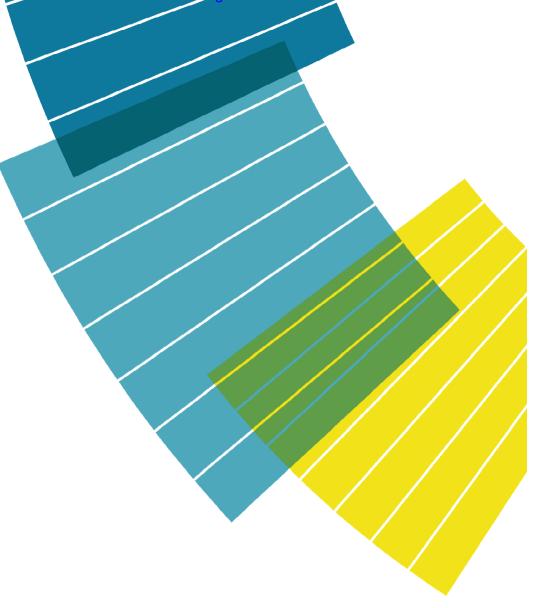
Shanghai Singapore Stockholm Vienna

Washington, D.C.



Reputation management through targeted paid search advertisements

March 2016



BRUNSWICK

Paid Search Advertising **Background**

- ✓ By purchasing highly-targeted strings of keywords that people are likely to use to find out more information about the articles, we can ensure that PurduePharmaFacts.com is at the top of a user's search results.
- ✓ We've tailored the recommendation to capture only people searching for information related to the LA Times articles and to not interfere with Purdue's marketing efforts surrounding OxyContin or spark curiosity where there was none before.
- ✓ Following publication, Brunswick will work and hand-in-hand with you to refine the list of keywords and develop ad text based on the exact contents of the article.

Keyword Buckets	Filed: 08/13/19 5 of 7. PageID #: 335866 Keywords
LA Times/Purdue	 Purdue LA Times Purdue Los Angeles Times Purdue Pharma LA Times Purdue Pharma Los Angeles Times
LA Times/Oxycontin/Oxycodone	 OxyContin LA Times OxyContin Los Angeles Times Oxycodone LA Times Oxycodone Los Angeles Times
Sunshine study	 Dr. Abraham Sunshine Sunshine study Sunshine study oxycodone Sunshine study OxyContin

Sample search ads:

Keyword list and ad text to be refined based upon final contents of article.

Purdue and the LA Times - PurduePharmaFacts.com

www.PurduePharmaFacts.com

Things aren't quite what they seem. Find out the real story here!

Fact checking the LA Times - PurduePharmaFacts.com

www.PurduePharmaFacts.com

Find out how Purdue has worked with doctors to prevent Oxycodone abusel

OxyContin and the Sunshine Study - PurduePharmaFacts.com

www.PurduePharmaFacts.com

Learn the facts behind Dr. Abraham's revolutionary study on OxyContin

Keyword Buckets	Keywords
Region Zero	 Region zero Region 0 Purdue region zero Purdue region 0
Diversion	OxyContin diversionOxycodone diversionPurdue diversion
Opioids	 Opioids LA Times Opioids Los Angeles Times Purdue opioids Purdue Pharma opioids
Purdue/DEA	• Purdue DEA

Sample search ads:

Keyword list and ad text to be refined based upon final contents of article.

Purdue and Region Zero - PurduePharmaFacts.com

www.PurduePharmaFacts.com

How Purdue's Region Zero program has stopped unethical behavior.

Stopping OxyContin Diversion - PurduePharmaFacts.com

www.PurduePharmaFacts.com

Purdue's successful progam to stop diversion has prevented drug abuse

Helping Prevent Opioid Abuse - PurduePharmaFacts.com

Www.PurduePharmaFacts.com

Find out how Purdue Pharma is working to prevent opioid abuse!

